

**METHODS FOR IMPROVING AN ORGANIZATION USING
CULTURAL CHARACTERISTICS DEFINED BY LEADERSHIP
FROM CUSTOMER RESEARCH**

Abstract of the Disclosure

Methods are presented for improving performance within an organization, including enhancing sales or service productivity of members of the organization. Desired characteristics for the organization are initially ascertained from the perspective of customers of the organization. Leaders are then employed to define cultural characteristics for the organization using, in part, the desired characteristics, and to define the cultural characteristics in behavioral terms. Action plans are generated for changing the organization to implement the defined cultural characteristics not already present and diminish present characteristics that are inconsistent with the defined cultural characteristics. Leaders of the organization validate the cultural characteristics and the action plan with a focus group including managers within the organization. Owners for implementing the action plans are assigned and progress in implementing the plans is measured.